



City of Franklin, Wisconsin

Economic Resource Guide

Open For Business

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Demographics

- Population Statistics:
 - o Population: 35,451 (2010)
 - o SEWRPC Projected Ultimate Population: 57,015
 - o Median Age: 41.5 (2010)
- Housing Statistics:
 - o Total Housing Units: 14,356 (2010)
 - o Owner Occupied Housing Units: 10,485 (76.9%) (2010)
 - o Renter Occupied Housing Units: 3,157 (23.1%) (2010)
 - o Median Home Value: \$231,000 (2008)
- Labor Statistics
 - o 18,313 people over 16 years of age in labor force (66.1%) (17,317 employed)
 - o Percent Unemployed: 5.4%
 - o Median Household Income: \$75,740
 - o 4,379 households have incomes over \$100,000 (approximately 36.3%)
- Business QuickFacts (US Census Bureau)
 - o Total number of firms, 2007: 2,355
 - o Manufacturer shipments, 2007: \$1,014,679
 - o Merchant wholesaler sales, 2007: 212,868
 - o Retail sales, 2007: 460,115
 - o Retail sales per capita, 2007: \$12,664
 - o Accommodation and food services sales, 2007: 33,923
- Education Attainment: 91.1% of Franklin's population aged 25 or older are high school graduates and 33.7% have a bachelor's degree or higher (2008-2010 Census)

Sources:

U.S. Census Bureau, 2010 & 2008-2010 3-Year Estimates

Business Climate

Welcome to the City of Franklin, Wisconsin, where being “open for business” is an invitation to you and your company to join our growing community of 35,451!

Franklin is strategically located. Our City is only a 14-mile (19 minute) drive from Milwaukee's General Mitchell International Airport and a 72-mile (90 minute) drive from Chicago's O'Hare International Airport. We possess convenient access to these and other regional destinations through three Interstate Highways, located within 2 ½ miles of the City, and a well established roadway network that includes two U.S. Highways, two State Trunk Highways and three County trunk Highways.

Franklin is a business-friendly community. From our TIF districts, commercial corridors and ample supply of vacant developable land, to our recently streamlined development review process and ongoing participation in local and regional economic development initiatives, Franklin understands the importance of providing opportunities for businesses to locate here and grow. Some major economic development initiatives include the City's cooperative planning effort with the neighboring city of Oak Creek to produce a redevelopment plan for the South 27th Street Corridor and our participation in the regional effort to establish General Mitchell International Airport and its surrounding area as an Aerotropolis.

Franklin is a full-service community. Franklin provides a full range of city services including public sewer, water and stormwater conveyance systems, as well as our own Police and Fire Departments. We contract with other agencies for solid waste collection & disposal, wastewater treatment and drinking water. Outside agencies provide electric power, natural gas and telecommunications for the City.

Franklin is a family-friendly community. “A house is not a home unless it contains food and fire for the mind as well as the body.” This saying, attributed to the City of Franklin's namesake Benjamin Franklin, describes our philosophy that both the physical and cultural aspects of our City are important to our homes, our neighborhoods and our community. For instance, not only do we provide a wide variety of safe and high-quality housing opportunities so our citizens can age in place, we also provide a wonderful park and outdoor recreation system (in close coordination with the Milwaukee County Park System) for our community's health and well-being. Franklin is also home to three very good school districts, including the Franklin School District. In 2011, Franklin High School achieved a composite score of 23.0 out of 36.0 on the 2011 ACT test. In 2010 and 2011, the Franklin High School baseball team won the WIAA State Championship and its coach was voted the NOW All-Suburban Coach of the Year.

Franklin is a growing community. Our City is one of the fastest growing communities in Wisconsin. Between 1970 and 2010, Franklin grew from a population of 12,247 to a population of 35,451, achieving the highest growth rate in Milwaukee County. With 21 square miles,

or about 61 percent of Franklin still undeveloped, we also have a lot of space for additional growth. This growth will primarily occur within the southwestern quarter of the City where the Ryan Creek Interceptor Sewer will be constructed in 2012. Because of our many growth opportunities, Franklin could reach a population of about 57,000 sometime after 2035, making it the third or fourth largest community within Milwaukee County.

Franklin is a community with high standards. We are proud of so much within our community. Our highly rated schools, vast parkland, high level of police and fire protection, strong development standards and involved citizenry make Franklin an engaging place to live. From the various boards and commissions within City government, to the wide range of civic organizations throughout the City, the citizens of Franklin take an active role in our government and in our community.

Franklin is an evolving community. Although we are a City with a full range of services, Franklin is primarily suburban in character. While our City contains such urban uses as a business park, an industrial park and many commercial corridors, it also contains agricultural lands, woodlands, farmlands and rural residential development. In general, our City can be described as urban within its northern and eastern limits, rural within its southern and western limits and suburban in between. However, we are proud to claim that these contrasts provide ample development opportunities. Whether you are looking for a vacant developable site for your business or a fully developed “turn key” property, Franklin can meet your needs.

Please browse this document, our website, or contact our staff with any questions you may have. We will be happy to assist you.

“Franklin showcases friendly people, vibrant residential neighborhoods, a strong business climate, and a convenient location to world-class amenities.”

Mayor Tom Taylor



“My children attend Franklin schools, my wife works in Franklin and several Boucher employees are Franklin residents as well. We all agree...we absolutely love this city.”

Patrick Easterlin, General Manager, Boucher

City of Franklin

- County: Milwaukee
- Land area: 34.58 Square Miles
- Persons per square mile: 1,025.1
- Public park, green space and open space: approximately 3,881 acres
- Travel Times:
 - 14 miles, 19 minutes from General Mitchell International Airport
 - 17 miles, 22 minutes south of downtown Milwaukee, WI
 - O'Hare International Airport 72 miles, 1 hour 29 minutes
 - Madison, WI 82 miles, 1 hour 35 minutes
 - Chicago, IL 84 miles, 1 hour 43 minutes
 - Rockford, IL 86 miles, 1 hour 34 minutes
 - Midway International Airport 93 miles, 1 hour 54 minutes
 - Green Bay, WI 129 miles, 2 hours 13 minutes
 - Indianapolis, IN 266 miles, 4 hours 57 minutes
 - Minneapolis, MN 339 miles, 6 hours 1 minute
 - Detroit, MI 365 miles, 6 hours 25 minutes
 - St. Louis, MO 374 miles, 6 hours 29 minutes
 - Cincinnati, OH 379 miles, 6 hours 52 minutes

Franklin Facts

- Equalized Value: \$3,607,450,880 (2010 WI Department of Revenue)
- Schools: Five Elementary Schools, one Middle School, and one High School. Total public school enrollment of 4,143 (2010 WI DPI). Three private elementary schools.
- Parks: The City of Franklin has sixteen parks, and seven parks at school sites for a total of 3,881-acres of park, open space, and outdoor recreations sites.
- 2011 Local Property Tax Rates (Per/\$1,000):

City of Franklin	\$5.79
Whitnall School District	\$9.56
Oak Creek/Franklin School District	\$8.83
Franklin School District	\$11.62

City of Franklin Awards and Recognitions

- Money Magazine ranked Franklin, Wisconsin among the top 100 cities to live, ranking 94th in 2011 and 90th in 2007
- Franklinwi.gov is recognized as one of the top city government websites by Juggle.com – August 2010
- Franklin Honored for South 27th Street Corridor Efforts – June 19, 2008
- Franklin was awarded the Wisconsin Good Government Award – October 5, 2007
- Franklin Designated as a “City of the Future!” – April/May 2007

Business Organizations

- [South 27th Street Corridor](http://www.south27th.com) (www.south27th.com)
- South Suburban Chamber of Commerce (www.southsuburbanchamber.com)
- Center for Advanced Technology & Innovation (www.thecati.com)
- Commercial Association of REALTORS Wisconsin (www.carw.com)
- Forward Wisconsin (www.forwardwi.com)
- Greater Milwaukee Association of REALTORS (www.gmar.ws)
- Metropolitan Builders Association (www.mbaonline.org)
- [Metropolitan Milwaukee Association of Commerce](http://www.mmac.org) (www.mmac.org)
- [Milwaukee Seven](http://www.choosemilwaukee.com) (www.choosemilwaukee.com)
- [National Association of Industrial & Office Properties](http://www.naiop.org) (www.naiop.org)
- [Wisconsin Business Development](http://www.wbd.org) (www.wbd.org)
- [Wisconsin Manufacturing Extension Partnership](http://www.wmep.org) (www.wmep.org)
- [Wisconsin Technology Council](http://www.wisconsintechcouncil.com) (www.wisconsintechcouncil.com)

A few of our city-wide amenities:

- Three Golf Courses: Tuckaway Country Club, Whitnall Park Golf Course, Oakwood Park Golf Course
- U.S. Highway 45, three state highways, and seven county highways
- Two active Tax Incremental Finance (TIF) Districts
- Industrial Development Revenue Bond Program
- Stormwater, water & sanitary sewer infrastructure
- High-speed Internet access with affordable & reliable electricity

Target Development Corridors

1. South 27th Street Corridor
 - a. West College Avenue to West Rawson Avenue
 - b. West Rawson Avenue to West Drexel Avenue
 - c. West Drexel Avenue to West Ryan Road
 - d. West Ryan Road to Interstate I-94
2. Franklin Civic Center
 - a. Crossroads Trade Area
 - b. State Hwy 100, West Drexel Avenue & State Hwy 36
3. South 76th Street & West Rawson Avenue
4. South 51st Street & West Rawson Avenue
5. Franklin Business Center
 - a. Franklin Business and Industrial Park (including M-1)
 - b. Franklin Business Center Service Area (State Hwy 100 & South 51st Street)
6. Other Commercial Areas



1. South 27th Street Corridor (State Highway 241)

The South 27th Street Corridor is the City's primary targeted development area. As such, the City requires that new development achieve the South 27th Street Design Overlay District standards. These standards include such aspects as high quality architecture, cross-access to adjacent properties, and multi-story buildings. The corridor is divided into four sections.

West College Avenue to West Rawson Avenue

This section of the South 27th Street Corridor is intended to be a regional commercial area primarily for retail uses.

- Traffic Counts (WI Department of Transportation, 2008)
 - 20,000 vehicles per day on South 27th Street
 - South 27th Street WisDOT Forecasts:
 - 2020: 50,325 vehicles per day
 - 2030: 54,850 vehicles per day
 - 10,300 vehicles per day on West College Avenue
 - 22,200 vehicles per day on West Rawson Avenue

Notable Destinations:

- | | |
|------------------|---------------------|
| *Gander Mountain | *Sam's Club/Walmart |
| *Home Depot | *Ashley Furniture |
| *Lowes | *Dunham's |



West Rawson Avenue to West Drexel Avenue

This section of the South 27th Street Corridor is intended to primarily be an area for regional office uses.

- Traffic Counts (WI Department of Transportation, 2008)
 - 19,100 vehicles per day on South 27th Street
 - South 27th Street WisDOT Forecasts:
 - 2020: 39,275 vehicles per day
 - 2030: 42,350 vehicles per day
 - 5,600 vehicles per day on West Drexel Avenue

Notable Destinations:

- *Adair Floors
- *Northwestern Mutual Life
- *Baker Pool & Fitness



West Drexel Avenue to West Ryan Road

This section of the South 27th Street Corridor is intended to be a commercial infill redevelopment area.

- Traffic Counts (WI Department of Transportation, 2008)
 - 13,100 vehicles per day on South 27th Street
 - South 27th Street WisDOT Forecasts:
 - 2020: 27,525 vehicles per day
 - 2030: 30,775 vehicles per day
 - 2,700 vehicles per day on West Puetz Road
 - West Puetz Road WisDOT Forecasts:
 - 2020: 3,700 vehicles per day
 - 2030: 4,200 vehicles per day

Notable Destinations:

- *La Toscana Italian Ristorante
- *Mulligan's Irish Pub & Grill
- *Two Brothers Restaurant
- *Wisconsin Vision

West Ryan Road to Interstate 94

This section of the South 27th Street Corridor is intended to be a mixed use office area.

- Traffic Counts (WI Department of Transportation, 2008)
 - 10,600 vehicles per day on South 27th Street
 - South 27th Street WisDOT Forecasts:
 - 2020: 26,525 vehicles per day
 - 2030: 28,600 vehicles per day
 - 19,200 vehicles per day on West Ryan Road
 - 103,000 vehicles per day on Interstate 94

Notable Destinations:

- *Staybridge Suites Hotel
- *Wheaton Franciscan Hospital
- *Walgreens



2. Franklin Civic Center District

Franklin Civic Center (State Hwy 100, State Hwy 36, and West Drexel Avenue)

The Civic Center District is intended to serve as Franklin's new "downtown". The district promotes mixed use development, with an emphasis on civic, cultural, institutional, indoor entertainment, business, and multi-family residential uses. Developments are encouraged to be pedestrian oriented as well as utilize superior building, site, and landscaping design standards.

- Traffic Counts (WI Department of Transportation, 2008)
 - 12,000 vehicles per day on State Hwy 100 (South Lovers Lane Road)
 - 14,100 vehicles per day on State Hwy 36 (West Loomis Road)
 - 8,300 vehicles per day on West Drexel Avenue

Notable Destinations:

- * Franklin City Hall
- * Franklin Public Library
- * Franklin Law Enforcement Center



- * Franklin Post Office
- * The Shoppes at Wyndham Village

Crossroads Trade Area

The Crossroads Trade Area is intended to be a mixed use commercial area, with primarily retail and office uses. Two story buildings are encouraged and a single building shall not exceed 125,000 square feet in size. Four-sided architecture is strongly preferred.

- Traffic Counts (WI Department of Transportation, 2008)
 - 17,700 vehicles per day on State Hwy 100 (West St. Martins Road)
 - 15,300 vehicles per day on State Hwy 36 (West Loomis Road)

Notable Destinations:

- * Walgreens
- * Crossroads Professional Building
- * Franklin Veterinary Clinic



3. South 76th Street and West Rawson Avenue Corridor

This area is intended for a variety of commercial uses, such as retail and office.

- Traffic Counts (WI Department of Transportation, 2008)
 - 21,700 vehicles per day on South 76th Street (County Hwy U)
 - 17,500 vehicles per day on State Highway 36 (West Loomis Road)
 - 17,700 vehicles per day on West Rawson Avenue (County Hwy BB)

Notable Destinations:

- * Orchard View Shopping Center
- * Franklin Centre Shopping Center
- * Franklin Village Shopping Center
- * Rawson Medical Center



4. South 51st Street and West Rawson Avenue Corridor

This area is intended for a variety of commercial uses, such as retail and office.

- Traffic Counts (WI Department of Transportation, 2008)
 - 19,900 vehicles per day on West Rawson Avenue
 - 5,700 vehicles per day on South 51st Street

Notable Destinations:

- * Sendik's
- * CVS
- * Bank Mutual
- * Andy's Gas Station

"We are very pleased to expand our Northwestern Mutual campus in Franklin. City officials and staff members have handled our needs efficiently and effectively, and they have made us feel welcome in their City."

**Edward J. Zore, former President & CEO,
Northwestern Mutual**

5. Franklin Business Center



Franklin Business and Industrial Parks

The Business Park was created utilizing a TIF District, which was closed in 2011. The Franklin Business Park is one of the most successful business parks in the State of Wisconsin and has a limited number of vacant developable acres remaining.



- Traffic Counts (WI Department of Transportation, 2008)
 - 15,300 vehicles per day on State Hwy 100 (West Ryan Road)

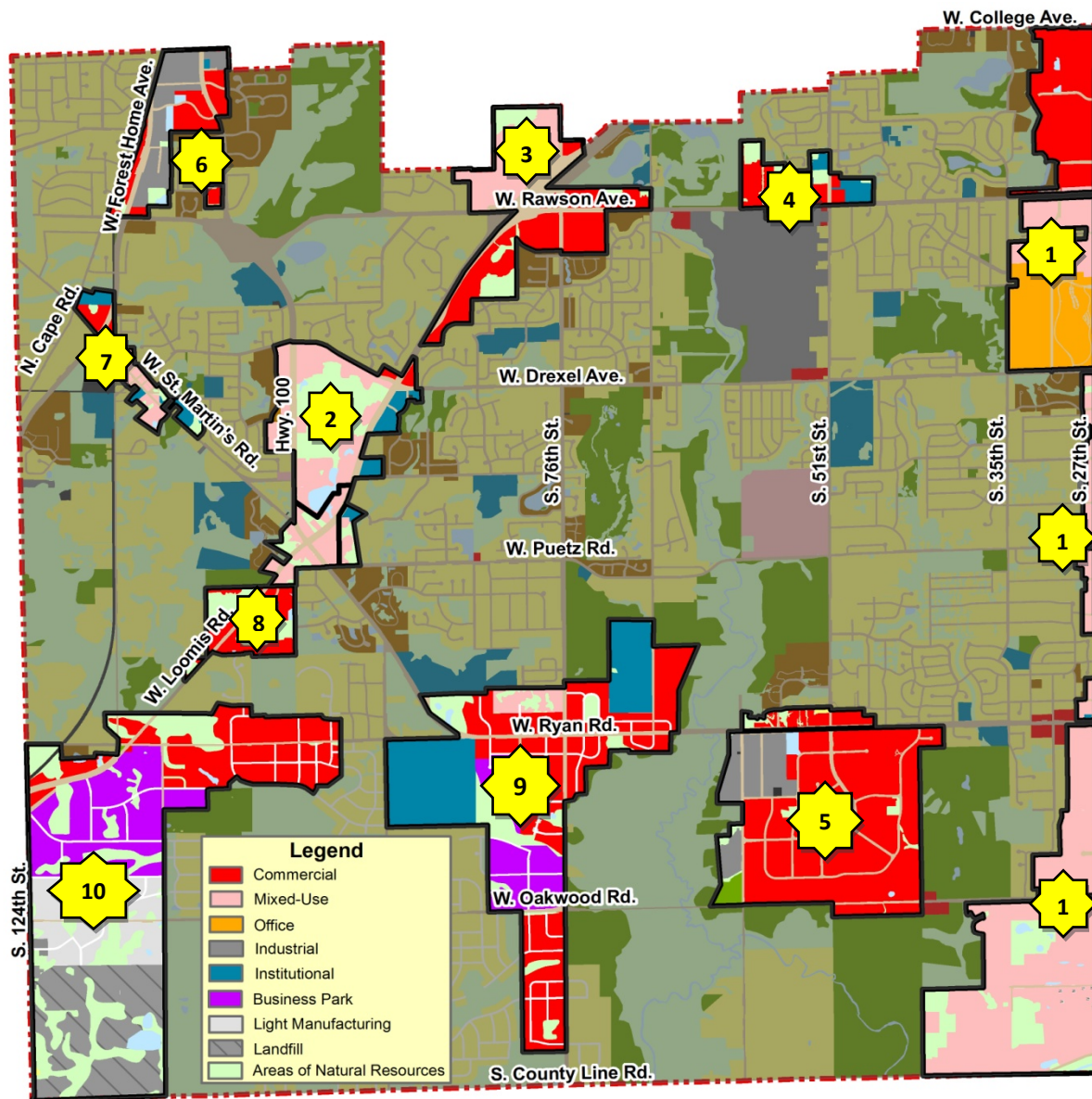


Franklin Business Center Service Area

The Franklin Business Center Service Area is located south and east of the Milwaukee County Sports Complex and north of West Ryan Road and the Franklin Business Center. The area is zoned primarily B-1 and B-3 Business Districts and is planned for future commercial development.



6. Franklin Commercial Areas



Economic Development Contacts:

Mark Luberd, Director of Administration
414-858-1100

mluberd@franklinwi.gov

Joel Dietl, Planning Manager
414-425-4024

jdietl@franklinwi.gov

Targeted Development Corridors:

1. South 27th Street Corridor (State Highway 241)
2. Franklin Civic Center District
3. South 76th Street and West Rawson Avenue
4. South 51st Street and West Rawson Avenue
5. Franklin Business and Industrial Parks

Other Notable Commercial Areas:

6. Forest Home Avenue and Lovers Lane Road
7. St. Martins District
8. West Loomis Road
9. South 76th Street
10. Southwest corner

